

# 5 MISTAKES THAT KEEP HOMES FROM SELLING

(And How to Fix Them Fast)

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**A brutally honest guide  
for frustrated sellers.**



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# 5 Mistakes That Keep Homes From Selling

## (And How to Fix Them Fast)

A brutally honest guide for frustrated sellers.

If you're holding this guide, it's probably because your home didn't sell — and you're tired of guessing why. Every expired seller asks the same question:

**“What did we do wrong?”**

Good news: you're about to get the real answers.

Let's walk through the five most common mistakes that cause listings to fail... and what to do next so you never repeat them.





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# MISTAKE #1: PRICING WITHOUT REAL MARKET STRATEGY

Pricing is emotional.

Buyers don't care what you "need" to get — they only respond to what the data supports.

If your home was even slightly overpriced, you were invisible from day one.

## **Your Today's Home Fix:**

Use a true comparative market analysis, not a guess. This is more than MLS data. Review sold homes and active ones. Price to **attract** attention, not chase it.



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# MISTAKE #2: WEAK OR OUTDATED MARKETING

Today's buyers judge your home within 3 seconds of seeing it online.

If your photos were dark or unprofessional, if the description was generic, or if the home felt flat — buyers kept scrolling.

## **Your Today's Home Fix:**

- High-quality photos
- Lifestyle-focused copy
- Clear emotional hooks
- Strong online presence

This alone can make or break a sale.



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# MISTAKE #3: NO STORYTELLING

Homes don't sell on features alone — they sell on the life buyers can imagine inside.

Most expired listings feel cold, boring, or factual.

## **Your Today's Home Fix:**

Tell buyers the story of the home — the lifestyle, the benefits, the feeling.



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# MISTAKE #4: “LIST AND WAIT” INSTEAD OF HAVING A PLAN

Many agents list your home and hope for the best. This is how homes expire.

## Your Today's Home Plan Includes:

- Pre-list prep
- Pricing strategy
- Marketing plan
- Buyer targeting
- Weekly reviews
- Adjustments when needed

A plan is active. Not passive.



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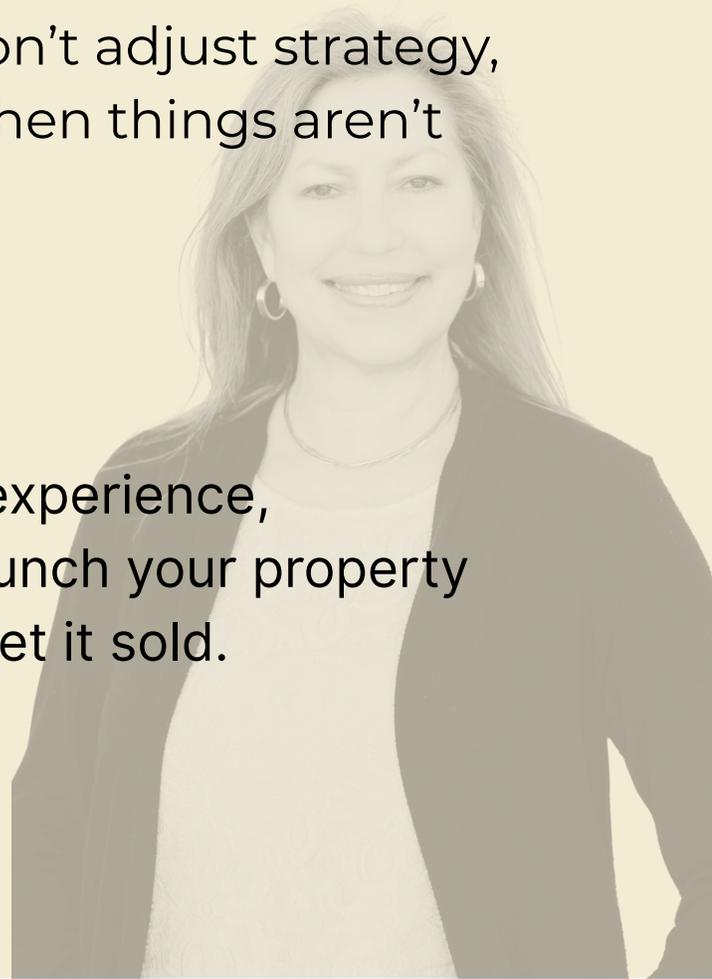
# MISTAKE #5: HIRING AN AGENT WHO DIDN'T ADVOCATE FOR YOU

This part is hard to hear... but important.  
Some agents simply don't fight for your home.

They don't communicate, don't adjust strategy,  
and don't take ownership when things aren't  
working.

## **Your Today's Home Fix:**

Choose a guide who has the experience,  
compassion, and drive to relaunch your property  
with purpose — and fight to get it sold.



# FINAL ENCOURAGEMENT

Your expired listing isn't a sign of failure.

It's a sign you need a different approach.

You deserve better than what you experienced the first time — and the right plan can get your home sold quickly, confidently, and at the right price.

Contact Today's Home Real Estate

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